

## ORDER



**Orders**  
**Order / Rev:** 723685  
**Alt Order #:** 06385728  
**Product Desc:** VOTERS FIRST  
**Estimate:** 1786  
**Flight Dates:** 10/30/12 - 11/05/12  
**Original Date / Rev:** 10/19/12 / 10/25/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** New Media Firm, The/ POL  
**Buying Contact:**  
**Billing Contact:**  
 1322 G Street SE  
 Washington, DC 20003

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Voters First  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/US Senate  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	38	\$85,700.00	\$72,845.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	38	\$85,700.00	\$72,845.00	0.00
<b>Totals</b>	<b>38</b>	<b>\$85,700.00</b>	<b>\$72,845.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	11/02/12	11/02/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1			\$2,800.00		0.00			
E 2	WKYC	11/02/12	11/02/12	M-F 2-3p Rachel Ray	CM	2-3p	----F--	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1			\$800.00		0.00			
E 3	WKYC	11/02/12	11/02/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1			\$1,000.00		0.00			
E 4	WKYC	11/02/12	11/02/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1			\$2,000.00		0.00			
E 5	WKYC	11/02/12	11/02/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--			1			\$2,500.00		0.00			

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 Alt Order #: 06385728  
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Advertiser: Voters First  
 Product Desc: VOTERS FIRST  
 Estimate: 1786  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WKYC	11/02/12	11/02/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$1,200.00		0.00			
E 7	WKYC	11/05/12	11/05/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,500.00		0.00			
E 8	WKYC	11/05/12	11/05/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$800.00		0.00			
E 9	WKYC	11/05/12	11/05/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,000.00		0.00			
E 10	WKYC	11/05/12	11/05/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$3,800.00		0.00			
E 11	WKYC	11/05/12	11/05/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,500.00		0.00			
E 12	WKYC	11/05/12	11/05/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$4,800.00	P-5	0.00	NM	1	\$4,800.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$4,800.00		0.00			
E 13	WKYC	11/05/12	11/05/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M-----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,200.00		0.00			
E 14	WKYC	11/03/12	11/03/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	\$3,800.00	P-5	0.00	NM	2	\$11,800.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$3,800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	10/29/12-11/04/12		Sat 6-630p		6-630p	-----Sa--	:30		<del>(\$3,800.00)</del>		0.00	NM		
See MG 14.2,14.3															
[Prgm Change]															
2	NKYC	11/04/12-11/04/12		Meet the Press		1030a-1130a	-----Su	:30		\$8,000.00		0.00	NM		
Ⓜ MG for 15.1,14.1															
3	NKYC	11/02/12-11/02/12		M-F 7-730p		7-730p	-----F----	:30		\$3,800.00		0.00	NM		
Ⓜ MG for 15.1,14.1															
E 15	WKYC	11/03/12	11/03/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	-----S-	:30	1	\$8,000.00	P-5	0.00	NM	0	\$0.00
AVG. ALL WKS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$8,000.00		0.00			

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 Product Desc: VOTERS FIRST  
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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WKYC	11/03/12	11/03/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	-----S-	:30	1	\$8,000.00	P-5	0.00	NM	0	\$0.00
AVG. ALL WKS< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$8,000.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 WKYC 10/29/12-11/04/12 Nightly News M-Su 6:28p-7p -----Sa- :30 <del>(\$8,000.00)</del> 0.00 NM See MG 14.2, 14.3 [Prgm Change]															
E 16	WKYC	11/03/12	11/03/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$2,500.00 0.00															
E 17	WKYC	11/01/12	11/01/12	M-F 10-11a M-F 10-11a	CM	10a-11a	---T---	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
TODAY SHW3-NBC< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$800.00 0.00															
E 18	WKYC	11/01/12	11/01/12	M-F 3-4p The Doctors	CM	3p-4p	---T---	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
DOCTORS< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$800.00 0.00															
E 19	WKYC	11/01/12	11/01/12	Early Today Early Today	CM	4a-430a	---T---	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
EARLY TDAY-NBC< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$100.00 0.00															
E 20	WKYC	11/01/12	11/01/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
ELLEN< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$1,000.00 0.00															
E 21	WKYC	11/01/12	11/01/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
CH 3 NWS AT 6 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$3,800.00 0.00															
E 22	WKYC	11/01/12	11/01/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	---T---	:30	1	\$3,800.00	P-5	0.00	NM	1	\$3,800.00
CH 3 NWS AT 7< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$3,800.00 0.00															
E 23	WKYC	11/01/12	11/01/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
TODAY SHW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$2,500.00 0.00															
E 24	WKYC	11/01/12	11/01/12	M-F 9-10a Today II Today Show II	CM	9a-10a	---T---	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
TODAY SHW2-NBC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$1,200.00 0.00															
E 25	WKYC	10/30/12	10/30/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	-T-----	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
TONITE SHW-NBC< <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -T----- 1 \$2,800.00 0.00															
E 26	WKYC	10/30/12	10/30/12	M-F 2-3p Rachel Ray	CM	2-3p (2:00 PM-3:00 PM)	-T-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00



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Advertiser: Voters First  
 Product Desc: VOTERS FIRST  
 Estimate: 1786

**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 38	WKYC	10/31/12	10/31/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-- W- - - -	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	-- W- - - -		1		\$1,200.00		0.00					
													Totals	38	\$85,700.00